

LEO BURNETT COMPANY, Inc.

Ad No. 911—Reg. No. 7968—100 lines—B&W—1 col. x 100 lines (1 1/2/16 in.)—Boston Newspapers, 1959 (B)

WIN

A TRIP (for 2)
TO LONDON
(England)

fly via



QANTAS

AUSTRALIA'S
ROUND-THE-WORLD AIRLINE

ALL YOU DO IS CARRY
A PACK OR BOX * OF

Marlboro CIGARETTES!

If you carry a pack or box of Marlboro cigarettes * with you today and every day between now and March 15th, you may win an all-expense paid trip for two for a week in London, England.

There's nothing to write or rhyme. You may be stopped by our mystery shoppers on a street, in a store or any place in Boston and asked for your pack or box *. If you have one with you, you'll get a very special chance to win this trip to London.

*or a hand-drawn cigarette facsimile of either bottom panel shown from any source.

Soft Pack
bottom panel



Flip-Top Box
bottom panel



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